

TEMPLATES & DOWNLOADS

The Call-to-Action Library

Forty ways to ask, sorted by what you want people to do. One ask per post, said out loud and shown on screen.

How to use this. One ask per post, matched to the content: reference material earns a save, an opinion earns a comment, a series earns a follow. Say it out loud and put it on screen, and place it just before the payoff lands rather than after, because attention drops the moment the question resolves.

1 Follow

10

- ☐ Follow for more of these
- ☐ Part two is tomorrow, follow so you see it
- ☐ I post one of these every week
- ☐ Follow if you want the rest of this series
- ☐ There are nine more of these on my page
- ☐ Follow if this is the kind of thing you need
- ☐ New one every Tuesday if that is useful
- ☐ I break down a different ___ every week
- ☐ Save this and follow, next one covers ___
- ☐ If you made it this far, follow

2 Save

10

- ☐ Save this before you need it
- ☐ Save this for the next time ___
- ☐ You will not remember this. Save it
- ☐ Save this so you have the numbers
- ☐ Screenshot the settings or save the post
- ☐ Save this and come back when you ___
- ☐ This is the checklist. Save it
- ☐ Bookmark this one, it is the useful one
- ☐ Save now, thank me in ___
- ☐ Keep this for when ___ happens

3 Comment

10

- ☐ A or B?
- ☐ Which one do you use?
- ☐ What is your ___?
- ☐ Tell me I am wrong
- ☐ What did I miss?
- ☐ Has this happened to you?
- ☐ Which one should I do next?
- ☐ What would you have done here?
- ☐ Guess how much this cost
- ☐ Drop your ___ and I will tell you ___

Answerable in three words. Open questions get nothing.

4 Share and send

6

- ☐ Send this to the person who needs it
- ☐ Tag someone who does this
- ☐ Show this to whoever told you ___
- ☐ Send this to your ___
- ☐ Share this if you have had this argument
- ☐ Someone in your contacts needs this today

5 Click and convert

8

- ☐ Full breakdown is linked in my bio
- ☐ The template is in my bio
- ☐ Comment ___ and I will send it
- ☐ Everything I used is linked in bio
- ☐ DM me ___ if you want the list
- ☐ Booking is open, link in bio
- ☐ I made a free ___, it is in my bio
- ☐ If you want me to do this for you, DM me

R Rules that decide whether it works

Always

- ☐ **One ask per post.** Four options means none of them happen.
- ☐ **Spoken and on screen.** A CTA only in the caption is missed.
- ☐ **Before the end, not after.** Attention drops once the payoff lands.
- ☐ **Give a reason.** "Follow, part two is tomorrow" beats "follow for more".
- ☐ **No engagement bait.** "Tag three friends" and "like if you agree" are demoted by policy.
- ☐ **Reply if you asked for DMs.** An unanswered keyword request is worse than not asking.

Influking matches creators with brands, and handles the brief, approvals and on-time payment.